

How I Evaluate Articles and Product Advertisements

Relating to Emerging Sustainable Technology:

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What is the claim? e.g. "Save 50% on your electric bill" or "Car runs on H₂O." Is it intriguing? Does it appear to violate an established physical law? Have I seen similar claims which have been "debunked?"



How credible is the Source? e.g. Trade Journal, Newspaper, YouTube Video...
Who is the author, and how convincing are his/her credentials?
If from an institution or company, how solid is their reputation?



How rigorous is the provided evidence? Is it presented professionally? Is the physics explained in detail?



What do others say?
Have the stated results been verified by experts in the field?
(I use Wikipedia as a quick check)



What are the potential consequences of the technology/idea, the likely benefits and possible negative effects? How do they compare with other systems? Will it be socially and environmentally acceptable?



What is the timeline? Is the product/idea at a fully developed stage, at which it could be useful and reliable?



Is it financially feasible? What is the cost/benefit, or IRR? How does it compare with competing ideas or technologies?



What further steps should be taken?